

Customer Service

Schools Making the Grade



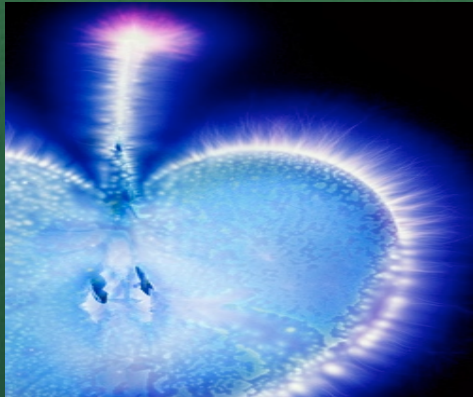
Verna Felder



- *Detroit Service Learning Academy/Over 12 years*
- *Director of Media & Community Relations/Parent Advocate*
- *Executive Producer of DSLA presents Class Act, Reality TV Show*
- *BS in Business Administration*
- *MIEM School Administrative Professional Certification*
- *Taught Business Protocol at Mary Grove College//News Paper Columnist*
- *Certified Hypnotherapist Practitioner, Reiki Master , I study quantum physics and I patented an Energy Neutralizing Spray*
- *We are a K-8th grade school with a capacity of 1152 students, ISD*
- *From 1999 to 2005 we had a waiting list, business was great!*
- *In 2006, things started to change, enrollment was down, the days of student waiting lists were over!*
- *Bed Bugs, Suicide Threats, Bomb Threats, Administrative turnover, Kid napping*

Quantum Physics

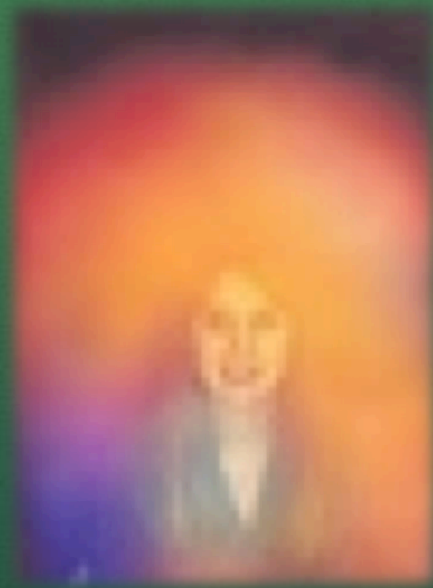
Quantum Physics simply put means that everything is energy



Kirlian photography measures the energy, aura or electromagnetic field of objects

Why is this important?

Because
Your
Energy
Effects
Everyone
Around
You!



How Do You De-Stress?



Aroma Therapy Essential Oils



Salt Bath



Sacred Space



Message

Why Is Customer Service Important?

Word of Mouth

- 205/123 Schools in a 5 mile radius
- 316 New families this year
- 259 Referrals
- 81%
- 6 second rule



Why Do They Leave



1% die.



68% leave because of rude or discourteous service.



14% are dissatisfied with product or service.



3% move away.



9% leave for competitive reasons.



5% develop other relationships.

Exit Interviews!

Customer Service in Schools

There are two distinct types of customer service in schools

1. Internal, how we engage students & staff
2. External how we engage parents and the community at large

Herb Keller, *"the customers are not my first priority it's my Employees"*



What is Customer Service?

- CS is an organizations ability to satisfy their customers wants and needs.
- CS is a phrase used to describe the process of taking care of customers in a positive manner.
- CS is any contact between a customer and a company that can cause a negative or positive perception.

Are you making the grade?

Start with a Survey!

- Ask about campus & staff first impressions
- Rate the cleanliness of the campus
- Was the front desk staff friendly & courteous
- Were the halls brightly lit or dim and drab
- Did the building or class room seemed cluttered
- Was the bulletin boards & signage appealing
- Was the curriculum explained in terms you could understand?
- Was the schools after school programs adequate?
- What are important factors when looking for a school?
- Age/Income



Did we make the Grade?

Go Shopping! Mystery Shop

Last Spring we got mystery shopped the results of the surveys were the catalyst for us to take a look at our level of customer service.



And the survey says...

1. Front Desk Service
2. Better Communication
3. Dirty Campus
4. Poor Teacher/Student Relationships
5. Problem solve,



Goal Setting

What do parents want?

- Greet Me
- Value Me
- Help Me
- Listen to Me/Be attentive
- Solve their problems
- Not to be transferred
- They want their children to have the best



How do we Keep them?



ABC's of Customer Service

First Impressions: *Greet everyone that comes through the door, be friendly, polite, well groomed and no eating at the front desk.*

Phone Service: *Follow the script, try to get the phone by the 3rd ring, place callers on hold to answer the phone. Let your personality shine through your voice. Try not to sound like a recording. Don't transfer them unless it is absolutely necessary*

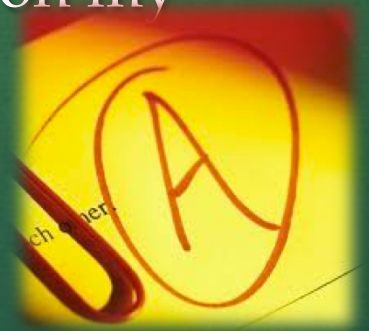
Use Parent Names: *When they sign in look at their name and use it! This make them feel important and use the title Ms. Mr. etc.*

Make the Wait Comfortable: *Provide a clean, comfortable waiting area. Try to keep extra water or coffee available. If extended waits are a normal part of your business, consider providing amenities such as free wireless Internet access.*

The service Breakdown

Top 5 excuses

- ◆ I don't have enough time, that's not my job
- ◆ I don't get paid to be nice I am evaluated on my efficiencies and accuracy
- ◆ They come in with nasty attitudes
- ◆ I can't deal with disrespectful people
- ◆ How can we do a good job when other people are not doing what they are supposed to do



The un-Happy Parent

Defusing the Bomb



Just listen

Don't take anything personal/Get Defensive

Remove the irate parent from the general population

Be Empathetic

Refer to the Student hand book, syllabus or class expectations that parents sign at the beginning of the school year

Be mindful of your attitude and body language

Don't Complain with them

Bad Apples!

- Negative Team leaders/teachers starting parent or in-house meetings
- Teachers showing obvious discontentment about getting a new students
- Staff not responding to parent concerns within 24 hours
- Staff not making positive contact with parents/only calls when there is a problem
- Staff not placing the needs of the student first
- Cluttered classrooms
- Lapse of Confidentiality: Talking negatively about a student school, or colleague with parents
- Leadership ignoring or failing to stop bad customer service practices by staff members



Teachers Making the Grade



✓ **Students Say the Best Teachers**

Know us personally, remember our names, hobbies, allergies etc.

Smile at Us

Let us know who they are

Say Hello & Goodbye

Check on us when we are sick

Remind us about school events and encourage us to participate

Establish rules for everyone including themselves

Show no favoritism, everyone is treated equal

Are consistent

Cook or do something special for us Know that We are always watching them, we see them before, during and after school

✓ *Tell us Why, & how it relates to the real world*

Help us learn and think about our future

Don't give us busy work, we love hands on projects

Use technology & find appropriate ways for us to use it at school

Like Us and their Job's

Help us beyond the school day or on their own time with our work

Are in Control of the Class

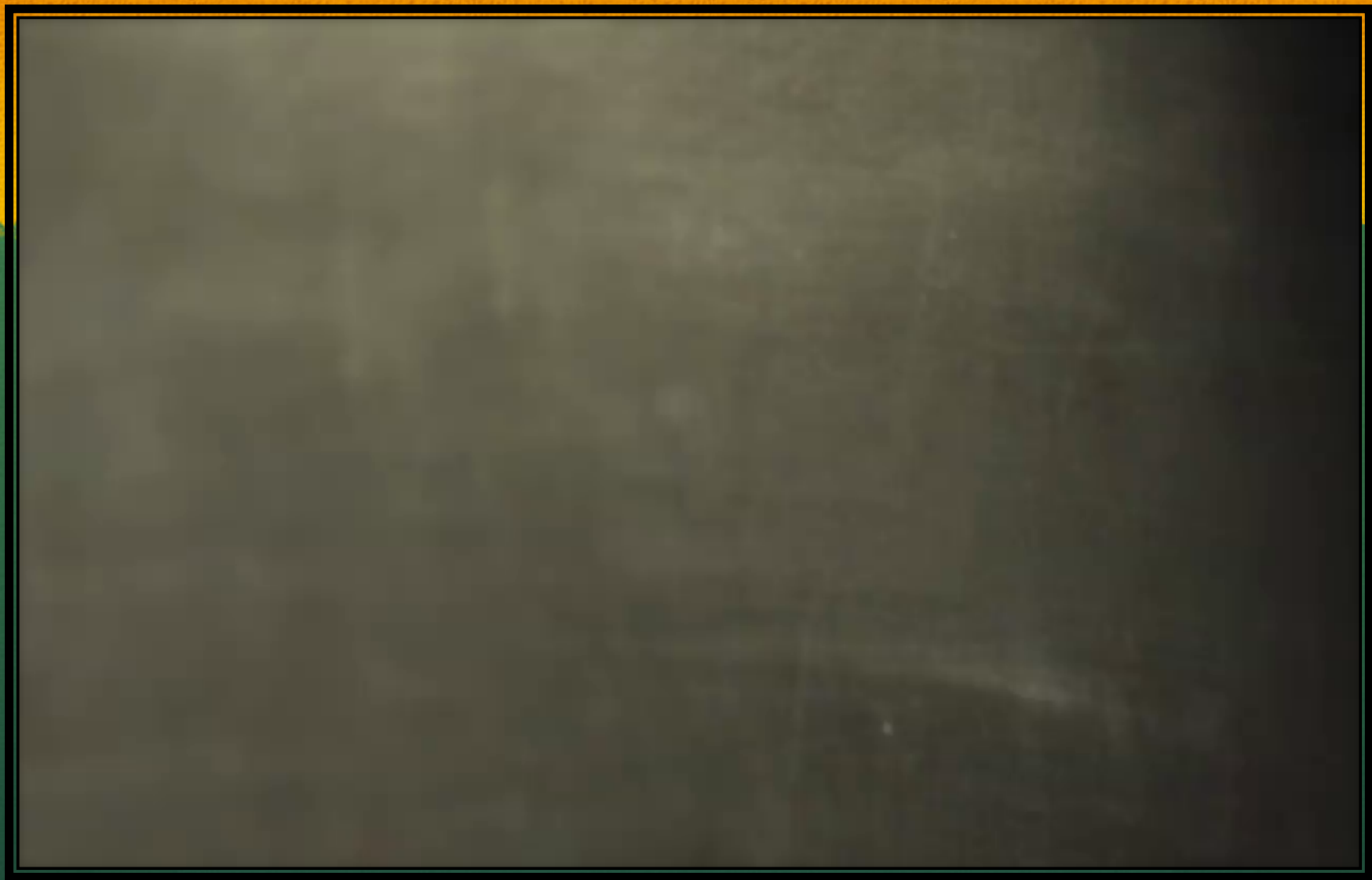
Tell us how we did on our work timely

Don't say Look it up,

Value our work & effort

Tell us they believe in us

Take up for us, They have the courage to stand up for us when we are treated unfairly



Quote to Go

- ❖ *Be a yardstick of quality, most people aren't use to an environment where excellence is expected*
-Steve Jobs
- ❖ *The schools that will have the greatest impact and longevity will be those who understand that the best form of leadership is in the genuine commitment of service*
-V. Felder
- ❖ *Do what you love and you will never have to work another day in your life*
-Eleanor Roosevelt

